

Jan 18 2007

Promoting Helena's image

EXHIBIT 13
DATE 2/13/07
HB 9



Consultant Roger Brooks in front of a projected photo of downtown Helena during a presentation at the Great Northern Hotel on Wednesday. Brooks' talk offered some pointers about improving signage to help tourists find their way around town.

Jon Ebel IR Staff Photographer

Consultant offers advice on how to market Helena

By JOHN HARRINGTON
IR Business Editor

Helena's downtown has many positive attributes, but a cohesive marketing strategy isn't among them. And it's too hard for out-of-towners to find downtown from the major highways, a consultant said Wednesday.

"Helena's top priority should be to develop a signage system and program," Roger Brooks told a meet-

ing of several dozen downtown business and property owners as part of a two-day seminar put together by the Downtown Visioning Partnership. The seminar wraps up today.

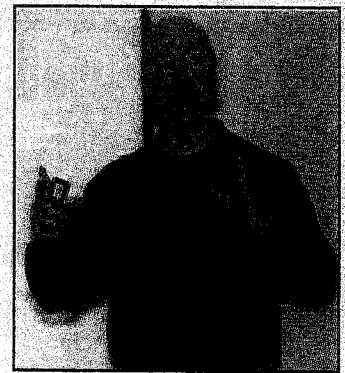
As part of his visit, Brooks arrived here Tuesday, and spent the day driving around the city, approaching downtown from all the major highways. His impression?

"It looks more like a cas-

no town than an art town. I had a real hard time figuring out where the arts were in Helena," he said. "If I had not been doing an assessment, I would have gotten back on the freeway. I never would have found your downtown."

Brooks said Helena lacks a single recognizable brand. The Queen City is widely known as the state govern-

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'If I had not been doing an assessment, I would have gotten back on the freeway. I never would have found your downtown.'

ROGER BROOKS,
MARKETING CONSULTANT



■ RAFTERY MURDER TRIAL

Suspect pleads not guilty

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Lung and bronchus	178
Colon and rectum	99
Uterine corpus	75
Non-Hodgkin lymphoma	39
Melanoma of the skin	29
Thyroid	26
Ovary	25
Kidney and renal pelvis	22
Leukemia	20
Others	145

r Society; Center for Disease Control and Prevention; AP statistics

with governor

Repub- governor since being elected to the post.

Schweitzer has said his door open is open to anyone.

Republican Sen. Joe Balyeat of Bozeman had a sit-down meeting with the governor right before Schweitzer met with Sales. Balyeat pitched the governor plans for simplifying the tax code.

Balyeat said he thinks the governor may consider some of his ideas.

"I'm encouraged that he did meet with me," Balyeat said.

Advice: Wayfinding system crucial to navigating Helena

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ment. With a main street named Last Chance Gulch, some people may think it's an "old West" town, and the "best small arts town" moniker is used frequently as well.

"What do you want to be known for globally?" he asked. "Once you decide that, you need to develop a wayfinding system to connect the dots."

He left that decision up to the locals, although he hinted that the arts might be an avenue to pursue, based on one attraction in particular: The Archie Bray Foundation.

"I can't duplicate that in Spokane or Seattle," he said.

Regarding the city's signage, Brooks said the gateway "Welcome to Helena" markers should be put in the places where they'll make the best first impression — and not necessarily at the city limits. And signs should continue to lead visitors to downtown, even if they seem too close together

or redundant to locals.

Brooks praised the walking mall and the blocks of Last Chance Gulch to the north, but said things could be improved. Trees, planters and other landscaping would make downtown more attractive, he said.

"We are all drawn to beautiful places," he said. "Your Walking Mall is one of those places, but are your merchants doing their part?"

Brooks suggested that downtown landlords put clauses in their retail leases stipulating a certain number of days of the week and evening hours that they must be open. He said that within a three-block area, a downtown needs a "critical mass" of 10 places to eat, 10 destination retail shops and 10 things that are open after 6 p.m.

He also noted that while downtown appears to have ample parking, a confusing array of signs and regulations is a turn-off to visitors. Two hours isn't enough for tourists to park and spend money, he said.

"Two-hour parking downtown says to visitors that this community can't get its employees to park somewhere else, so they're going to punish us instead."

Brooks also cautioned against provincialism when it comes to marketing one segment of town over another.

"Downtown has as much to gain by promoting the things around it as it does promoting itself," he said. "The more you have to offer collectively, the more people will come and the longer they will stay."

Lottery Numbers

Montana Cash: 06, 12, 15, 21, 26

Wild Card: 03, 08, 16, 19, 26, KS

Powerball: 16, 35, 49, 50, 52 Power Ball: 31; Power Play: 2

Hot Lotto: 04, 10, 13, 19, 32, 16

eous trials

Rafferty was pronounced dead. Rafferty's wallet, which the teens allegedly dumped in a trash bin along with the knife, was empty with the exception of a few credit cards, police reports said.

Last month, Police Capt. Mike Anderson said the murder was "directly drug-related," but has declined to elaborate.

Kirkbride and Rickman are being held in Lewis and Clark County Jail, each on a \$250,000 bond.

hospital after on the run

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